



# ► CITY OF FREMONT Annual Development Update

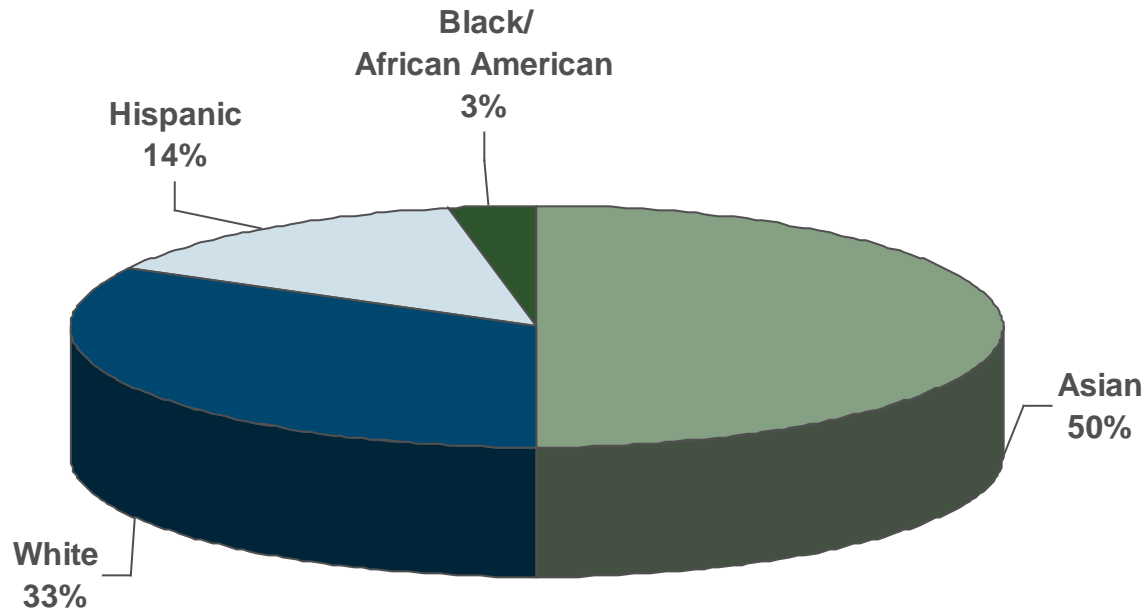
**Kelly Kline**

*Economic Development Director*

# Demographic Profile

- Population **214,000**
- Daytime Population **241,504**
- Median Age **37**
- Median HH Income **\$114,000**
- Avg. Listing Price **\$699,630**

# Demographic Profile



# Education Profile

- Highly Skilled Workforce
- K-12 School Rankings



# Doing Business in Fremont

- 64% of all R & D inventory in East Bay
- Major tenants: Lam Research, Western Digital, Synnex, Seagate



	Building Base
Office	2,394,747
R & D	18,649,034
Manufacturing	9,026,558
Warehouse	7,638,159
<b>TOTAL</b>	<b>37,708,498</b>

# Emerging Technology





# [www.solyndrabuilding.com](http://www.solyndrabuilding.com)



- 411,618 S.F.
- Manufacturing area – 287,448 S.F.
- Office building – 37,210 S.F.
- MEP area – 86,960 S.F.
- Expandable to 739,232 S.F. with the addition of a parking structure.



# Business Incentives

- Impact Fee Reductions and Deferral
- Business Tax Exemption for Clean Technology and Biotechnology
- Foreign Trade Zone
- No Utility User Tax



## FREMONT BUSINESS INCENTIVES AND RESOURCES

Thank you for *Thinking Fremont!* Here are some examples of how we can help your business grow in our community. To learn more about any of these programs call our office at (510) 284-4020 and we will be happy to assist you.

### BUSINESS INCENTIVES

#### • Impact Fee Reductions

In order to promote development in our community we have reduced development impact fees until the end of 2012. There is currently a 10% reduction in impact fees citywide, a 25% reduction for development projects in the Central Business District (CBD), and 50% in the City's Downtown District.

#### • Impact Fee Deferral & State Community Infrastructure Program (SCIP)

The City now collects impact fees at the time of occupancy, rather than at time of building permit issuance. We also participate in the SCIP program to offer an alternative financing program for these fees, conserving capital during construction.

#### • Clean Technology and Biotechnology Business Tax Exemption

If your firm is engaged in the research and development and/or manufacturing of qualified clean technologies or biotechnologies, you may be exempt for up to five years of business license fees.

#### • Foreign Trade Zone

Companies using Fremont's Foreign Trade Zone are able to delay, reduce or eliminate customs duties on imported goods. Merchandise stored, manufactured or assembled within the Zone area is considered to be international commerce.

#### • Site Selection and Streamlined Permitting Assistance

Whether you are looking for your first location, or room to grow, our staff can assist you in finding the right site in Fremont. Once you find the site, our office will serve as your liaison as you go through any permitting process, ensuring the process is as efficient as possible. In addition to this personalized service, we also offer a real estate inventory search feature on [www.ThinkFremont.com](http://www.ThinkFremont.com).

#### • No Utility User Tax

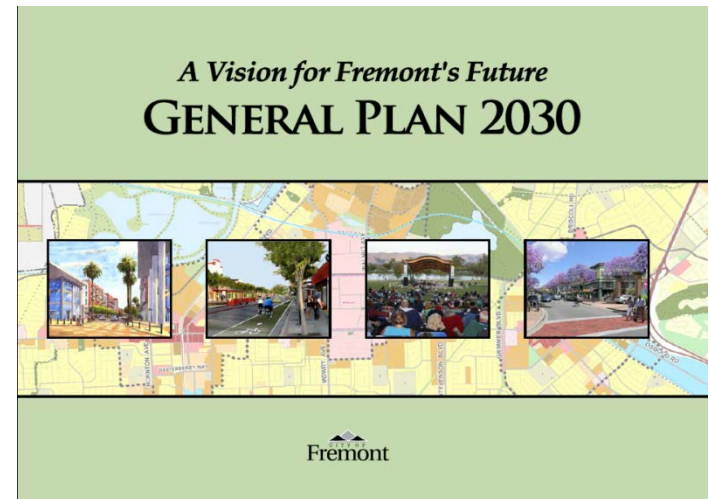
The City of Fremont does not have Utility User Tax on services such as electricity, gas and water, which saves any business money just by locating in Fremont!

Office of Economic Development, 3300 Capitol Avenue, Building A, Fremont, CA 94538 [www.ThinkFremont.com](http://www.ThinkFremont.com)



# Future Development Profile

- Repositioning Post-Redevelopment
- New General Plan 2030



*“Fremont will serve as a national model of how an auto-oriented suburb can evolve into a sustainable, **strategically urban**, modern city.”*

# Downtown Fremont: Setting the Stage for the Future





# Downtown Fremont: Setting the Stage for the Future



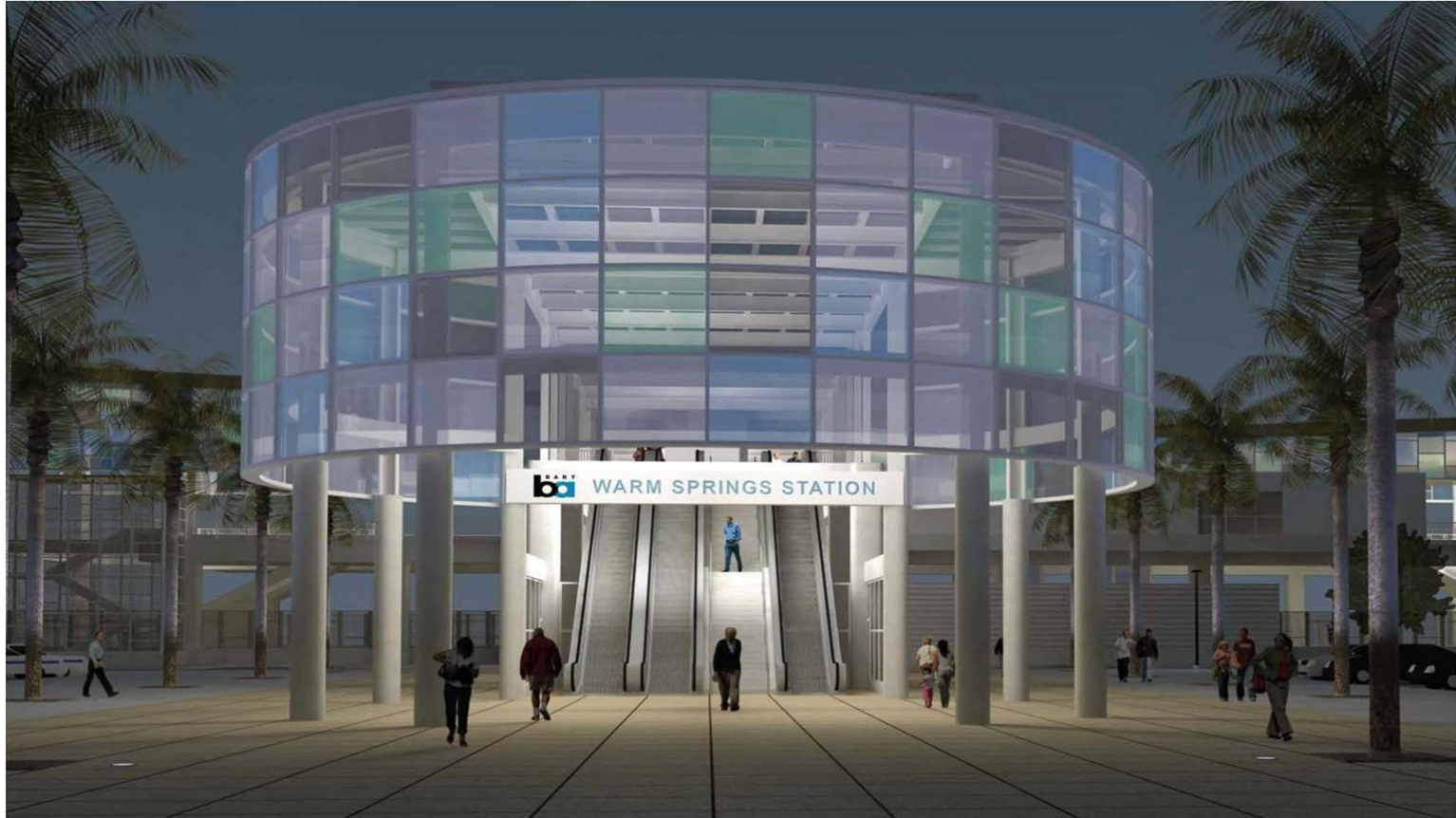


# Downtown Fremont: Setting the Stage for the Future



TYPE OF DEVELOPMENT	FUTURE DEVELOPMENT
	Gross SF/ Units/ Acres
Commercial/Retail	500 K
City Offices	250 K
Office	2 M
Residential	2.5 M/ 2,500 units
Performing Arts	28K
Open Space/Plaza	2.3 acres
TOTAL	5.2M SF

# Catalytic Opportunity in Warm Springs







# to Warm Springs - 2015





**BART Warm Springs Station**  
**Begin Berryessa Extension**

**FREMONT**



**MILPITAS**

Milpitas City Hall

**Milpitas Station**



**Berryessa Station**  
**End Berryessa Extension**

**SANTA CLARA**

**Santa Clara Station**

Santa Clara City Hall

Santa Clara University

Mineta San Jose Int'l Airport

**SAN JOSE**

San Jose City Hall

SJSU

**Downtown San Jose Station**

**Alum Rock Station**

**Diridon/Arena Station**



# Warm Springs Study Area





# Warm Springs

Figure 1.1: South Fremont/Warm Springs Study Area

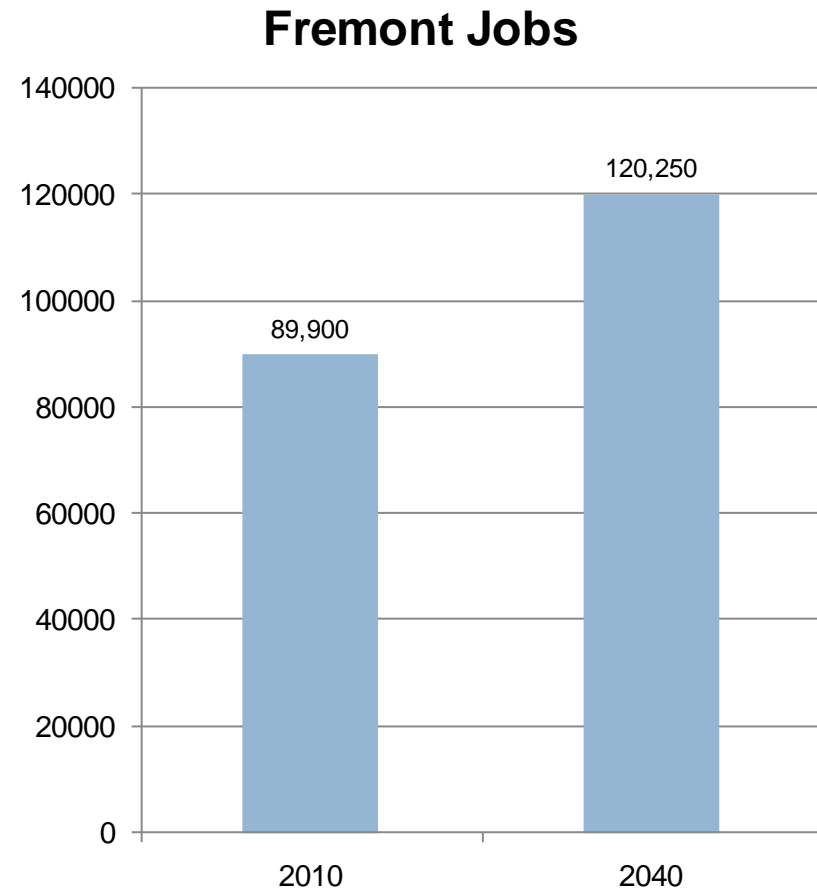


## QUICK FACTS:

- City awarded \$333,000 US EDA Grant to prepare a regional jobs Recovery Strategy
- Study Area – 850 acres including Tesla Motors Factory, BART station (opening 2015), and Union Pacific Railroad land
- 3 different land use alternatives:
  - Innovation Center/ Manufacturing
  - Innovation Campus/ Residential TOD
  - Innovation District/Residential Mixed-Use
- City is committed to strategic development to achieve community goals:
  - Job Retention and Creation
  - Economic Sustainability
  - Environmental Sustainability
  - Future BART Station
  - Connections
  - Community Quality of Life

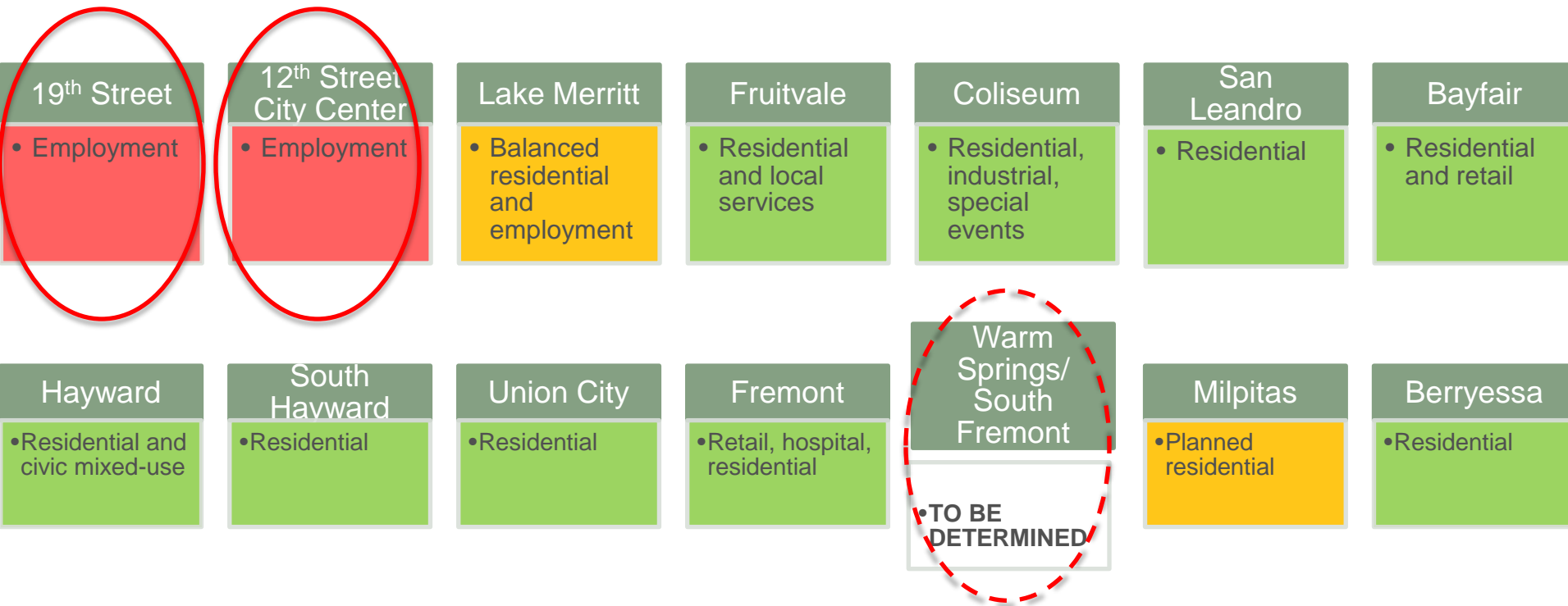
# Employment Growth Projections

- Fremont projected to add 30,360 jobs from 2010 to 2040
- Represents demand for millions of square feet of commercial space



# BART Line Transit Station Profiles

There is no BART-accessible employment district south of Downtown Oakland



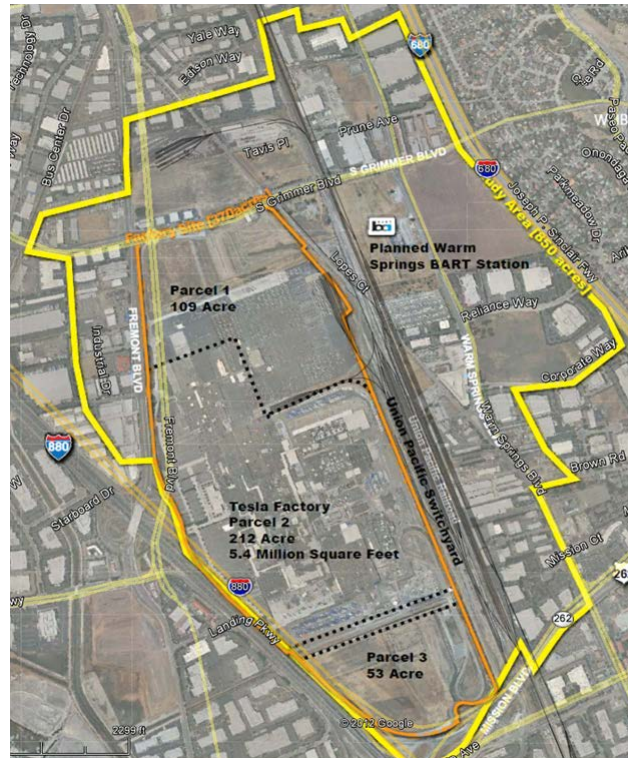


# Warm Springs Comparison to Bay Area Employment Centers

Approximate same-scale comparison of districts



Mission Bay,  
San Francisco



Warm Springs Study Area



Moffett Field/NASA  
Research Park,  
Mountain View



# Fremont Retail: Catching up with Demographics



# Lifestyle Retail at The Block





# Grocery Renaissance



- Design & Entitlements Underway



- Opening Summer 2012



Neighborhood Market

- Processing Building Permits

# Grocery Renaissance



# Role of Economic Development

- Business Retention and Expansion
- Business Attraction
- Marketing the City of Fremont
- Data and Trends Analysis
- New Business Facilitation

# Let's Stay in Touch!

Connect with us on Facebook:  
**Fremont Economic Development**



**www.thinkfremont.com**  
**510-284-4020**